RJ Reynolds
Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

December 19, 1997

SENT VIA E-MAIL

Bob Snow	Lori MacWilliams
Mark Goodman	Bob Dobrowolski
Tim Gillespie	Rory O'Rourke

Forwarded to Kuruc, Moulton, Evanchik, Wolfe, Perez, Mallardi, Groll,

Subject: Chain Acceptance Issues - '98 Multipack Discount Promotions

By now our KAM's and AM's should have presented the 1998 Workplan Promotions to their chains. We would like to get an assessment of any major issues with our chains regarding the Winston 70¢ off 2 pack promotion.

This assessment should include overall chain acceptance, chains that would not authorize the promotion, and any recommendations to overcome the problems experienced with these chains.

I would appreciate each of you surveying the Region's KAM"s and AM's and returning the information to me on or before 1/9/98.

Please send to Rory by 1/5/98

Call if you have any questions.

Don

97161DF/di

MALLARDI - Chain acceptance good
Perez - good.
Wolfe - good
MOULTON - good - need UPC info.
Groll - one chain refused due to scanner problem (EASTERN LOBBY)
→ they refuse all discount promo's.
Evanchik - no problems

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Source: https://www.industrydocuments.ucsf.edu/docs/ymyn0000